

# BILLBOARD ADVERTISING

MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. I. No. 1

CINCINNATI, NOVEMBER 1, 1894

PRICE 10 CENTS.

PER YEAR, 40 CENTS.





## ALL WRITING.

*Opinions Regarding the Planter Preparing a Poster.*

Suffice it very large proportion of persons who use the bill boards to them, with but few exceptions, have come to the extent to make as effective signs as their results for commercial as they are for theatrical purposes. This is a mistake, and lies not with the boards, but the advertising themselves. They are for the most part not the art of commercial advertising, hence, these latter present themselves as a dead thing heavy

to be capitally illustrated by a rough almost any thoroughly diversified poster with but few or no digressions, aesthetic, and absurdly long, in jester like wise; it should be remembered they are greatly given to such false details, which are misleading and confusing, and every one worth research as some of the very best have ever given in the talk that have been the very sort of torn-panted expression, in the work of business man, the exception, however, and rare.

## Assurance of unassisted

success in advertising

is well deserved

in the

advertising

and there

are many others

of them than do have a sufficient

of language, but others equally

successful, direct, and make

an assured or popular style.

It would seem that they often

try to obtain a name and

as a distinctive and

attractive element.

There are, however,

and there are

and there



## BILL ROOM COSSIP.

**Newspaper Notes About the Bill Room and Themes Connected With It.**

The next Annual Convention of the B&H Poster Association, of Illinois, will be held at Peoria, April 26th, 28th, 29th. R. C. Campbell, President of the American Advertising and B&H Printing Company, of Chicago, and also President of the Associated B&H Posters' Association, is Treasurer of the Illinois Association.

**Henry Sloope,** of Chattanooga, is the latest aspirant for a big city office. He is said to have his eyes fastened longingly on the Cincinnati boards. Ganness has evidently concluded to keep out of the **Cincinnati City**.

The American Advertising and B&H Poster Company, of Chicago, have broken the record in the matter of odd and unusual contracts. They recently posted twenty-four thousand signs and two hundred stand-alone structures of twenty-five sheets each, measuring five by five, for the Salvation Army, which was followed by one thousand signs and stands, two feet square, for the V. M. C. Truly an innovation in advertising, but there is no reason why they should not find the boards as promptly effective as their artificial competitors, the showmen.

**Clara Miller** put in the tag end of the chores around on the Wallace car No. 5.

It is said that R. M. Drake, the well-known general contracting agent with the Klingberg Show, would like to buy the boards in some large town. Locality and price being right he would try it at least for the winter.

That bill posting war in St. Louis is likely to be duplicated in Detroit very shortly.

Odd as it may seem, a useful cause of the field shows a large percentage of owners who are so intent upon protecting their own boards and snatching their own business, that almost every other business usually demands a strictly masculine vacation.

**J. R. Kirk,** of Galesburg, Illinois, is President of the Illinois State B&H Poster Association.

**J. T. O'Meara,** Treasurer of the Associated B&H Posters' Association, was among the first subscribers entered upon the subscription list.

**A. G. Klingberg** (Dad) who manages the boys, G. C. 26th, with the **W. H. Gossert**, was unable to attend the annual convention of Illinois. He was replaced by Ralph Perkins, who is the greater part of the reason with **Barnes & Bailey**.

**Dan F. Clark**, of Peoria, Ill., is a member of the Protective League of American Showmen, and Secretary of the Illinois State Association.

The Little Neck or hand-painted stand seems to be the most popular, especially in the smaller towns. Critics frequently say that the production's entire merit of a most commendable degree of excellence.

The Little Neck Print Co., ordered and now has in stock the first four designs. These bill posters who are considering a little of the new percentage, might consider over this little print. A copy of **BILLBOARD ADVERTISING** in the hands of your local advertisers will accomplish more good than may be had from a week's soliciting. Try it.

Descriptive paper is now all pasted on the single place—that is, on the upper sheet overlapping the under sheet and showing much red after the manner of a striped road.

**Julian Illinois** is well looked after by S. V. Delong, who is addition to directing a flourishing business in also Vice President of the B&H Posters' Association of Illinois.

Know your local patronage? Do the merchants of your town news paper know your local patronage?

Then, why not?

Four leading questions there, and an extremely pertinent. We will take it for granted that you have canvassed the town thoroughly, that you have argued with them, discussed with them, all to no purpose. You have exhausted every resource. Then let us tip. You will have a few of the leading men in your town.

Okay, a few. Send us their names and addresses, with one cent or stamp for each name, and we will send them **BILLBOARD ADVERTISING** for three months. They will read it, and mark you, they will hold it. We will make presents of them. We will make them pictures of years. It worth getting.

## THE PROTECTIVE LEAGUE.

The Protective League of American Showmen will hold its Second Annual Convocation at Cicero, Ill., Oct. 10th and 11th. The Queen City will be full of the hosts for a few days. Many city bill posters are members of this order and will be on hand for the convocation.

## Absolute Consistency Possible.

While it is unquestionably true that there are many advertisers who do not succeed, it should be remembered, also, that probably every person who has succeeded is an example. Putting up the ideal trade fixtures, and following up the idea until results are obtained, is essential to success, and the guarantee that the most part of successful advertisers are those who begin in a small and cautious manner, carefully testing their way undulatingly, diligently from day to day, the results of previous effort. Advertising conditioned upon these. The item is as certain in the matter of results as is the fact that the day will follow the night.

"Gen." Miller is one of the "Specialty" boys, and is doing a good thing when he is off, and is now back again. The Fifth Avenue Theatre is one of the best filled houses in New York. Since J. Charles Davis is at the helm, **Gas J.** will get a chance to let all the great people know about the magnificence of the attraction. Playing that beautiful beauty queen, Miss Harry Moore, secured **Gas**'s services when he assumed the lease some years ago.

## Among the Agents.

**What the Boys Are Doing, and Where They Are Located.**

"Major" Thomas Cook has deserted **Brown & Feltz**, of Pittsburgh. "Tommy" is not a given in names, but his worth is in measureless in quality. It is his first move in the Smoky City, but he has made a name in there, "hang" for himself already. He has a lively family and is justly proud of his little folks. He put in the summer with the Wild West at Anderson Park, Brooklyn.

**James Deacon** has been transferred by **Moses Davis & Keough** from "The Standard" Company to "Davis & Deacon." We all know that the career of this salary man is bound to go up, but for not a moment, still he is loyal to the book house, and his show is well represented at all times.

**Charlie Seydel**, one of the oldest leaders of paper in the country is at the head of that department for **The Bijou Theatre**, Brooklyn. He may be a little old, the result of age, but he is still a work horse in there of a two-year-old, and while the opposition may get a little warm, Charlie looks up at success as easy and his house is sure to be in the sun.

**Herb Cohen**, whose stay in Pittsburgh has been quite a lengthy one, proves that he can be one of the best poster boys and **Montgomery Ward** of the **Paramount** Theatre was lucky to engage him. He elevated for money a summary and believes he is pulling one paper at all times.

"Al" Baumstein is at the Schiller, Old Town, and as he has been handling paper in Chicago for a number of years, is given wide recognition that he handles the great paper as well as any man in the circumference. It was not made known that Manager Dryer made when he appointed him chief of the advertising department.

**Frank Blight**, advertising agent of **McVicker's Theatre**, Chicago, comes of a old line of circus people, being a nephew of Andrew Jackson, and believes in original boards, and the general idea that he holds his present position is a guarantee of his excellent work. He has a host of friends in the city by the lake, and **McVicker's** is one of the best advertised houses in America.

"Gen." Miller is one of the "Specialty" boys, and is doing a good thing when he is off, and is now back again. The Fifth Avenue Theatre is one of the best filled houses in New York. Since J. Charles Davis is at the helm, **Gas J.** will get a chance to let all the great people know about the magnificence of the attraction. Playing that beautiful beauty queen, Miss Harry Moore, secured **Gas**'s services when he assumed the lease some years ago.

**James Woods**, is one of the principals in the business, and the Academy of Music, in Pittsburgh, is as well liked that is possible. He is very conservative in his ways, and is deeply attached to the boat. He is a self-made man, and deserves lots of credit for his progress.

"Ed" Gibson, who used to bill the **Wabash** in Chicago as well, is now in charge of the "Female," and is billing that company as if it were a show. The smallest business, deep thoughts as to the exactness, quality of his work.

So "Ed" Gibson has returned to his former love, the **Wabash**. Work he finds a great success at the People for **Manager Moses**, and as Ed is back among his friends, it goes without saying that he will get a great showing for all companies playing the **People**.

**CHIEF Wilson**, who has been the advertising agent for the **Sibley Theatre**, Pittsburgh, for the past two years, has a host of friends among the traveling managers and his name is invariably well liked. Carl's specialty is "horrification," and as he was never known to make a promise he always keeps it, he stands well in the native city, and the rest of the host of the business people. He is quite a politician over in his yard.

**Chas. Welch**, who is at the head of all the advertising done for **Hay's** operations in New York, with headquarters at **Hay's Theatre**, formerly the Madison Square Theatre, is one of the best known advertising men in New York City. Charlie has a large organization of advertising officials, and is a gentleman of sterling worth and whose hand is ever in his pocket for steady friends. He is supposed to be the highest saluted man in his business in America. He is in high favor with Manager Frank McKee, and as he has stood out so well in his birth city, he is destined for success. In summer, Mr. Welch has lots of outside work, and is deservedly successful.

**Burney Lusk**, who was chief of the advertising staff manager for **Biddle B&H**, is now managing the **Americana** B&H Printing Company, in Brooklyn. Burney has a host of friends who are engaged at his success. Brooklyn has doubled the number of boards it had last year, and they are full all the time, as the **New Western Show** is filling Brooklyn. Welcome to Burney Lusk.

**John Bailey** is personally looking after the advertising of the **Avenue Theatre**, Louisville, and as Jack is one of the "get a nice boy," his house is sure of a good selling. By the way, Jack, I hope you have it to burn this season. Good luck to you.

## CORRESPOND WITH US.

Items of interest are always acceptable for the columns of **BILLBOARD ADVERTISING**. Address all communications to No. 1 W. 56 Street, Cleveland, O.

## IN GOTHAM.

The Indelible and Thelma Industry of the Bill Poster.

All It Appears to the Casual Observer in the Metropolis.

We take it that in the matter of a sine industry the bill poster stands alone, with no man worthy to be a second. The bill poster is busy the year round and right up to his gun barrel he seems to move in mysterious ways, but often enough to make us inquire what's about this season. He shags a little, we fancy, at other times, but now he seems very much display of mackinaw, and sticks bills through the long night as well as throughout the day. It is not likely that he wants to sleep. A bulldog might have been his namesake, and if he were asked he would not get out of the picture. His name was probably protein in those early days of mackinaw, and protein is there to catch the eye of the man running to get the g.a. on time. The wearhouse is hot he could not crowd through the fire hoses and post bills on the top story while the flames were fighting the flames on the floor below. He loves to live on the stories, eight or nine, where he should be discover a fire, he can kill the fire of the building and these here is alarm.

If the spirit of mackinaw industry which pervades the ranks of the Bill posters could be made to permeate the rest of the community, who dares say how much it would add to the national wealth? If the spirit of the bill poster could be made to hold open the doors of opportunity, how the gates which would be wrought in the social and business world so naturally come over. These appear to be dangers that the idea of the messenger boy will inflict the bill poster. His war not wear out eight nor more new falsehoods can stop him. The only thing which even gives him pause is the finding of what's "Post No Bills."

It must not be supposed by the mark serving that posting up the gigantic bills which cover fence and sides of houses in the Bill poster's only work. These to be sure are his great works, the cause which can curb his desire for mackinaw, surely, for a day or two, the hours devoted to the hardware and cans. The piles of bricks, the dry goods bins, the new building, all stand here, but some of these give him that pure taste, spell joy which he feels when a new customer comes into his home. He has to sell and sold on old beams every morning for a new one, and at the same time has been described. The board is pasted with paste and paper upholstered in tacks, takes on an aspect, becomes broader than it is long and looks as if it were swelling excessively pronounced estimation. But it is where real Bill stickers descend upon the can case of a grocery store, the window, the entrance, and sticking its own nose in with a slip of wet braches and a swirl of paste—such like red via around a pine wheel—there it is there are oak grows to look like a cock tree.

It is possible that bill posters, parasites and it seems at first sight, are mere manager boys of a larger growth? that all the vice rooms of energy consumed, and stored up while in the vice state of a messenger boy hard truth in almost perfection in the perfect condition of Bill poster? There are whole intellectual consciousnesses of food or thought this idea, but we leave it to some probe and expand.—*Mercury Weekly*

## ADVERTISERS' NAMES.

If the fortunes made by politicians and wide-open advertising in the past one hundred years could be summarized and added together, the sum would be of such infinite magnitude, that even the sum of an expert mathematician would be utterly unable to group it.

## WISCONSIN BILL POSTERS.

The following is a list of the members of the Wisconsin State Bill Poster Association:

K. A. Hartman, President, Milwaukee; C. C. Johnson, Vice President; A. J. Flanagan, Secretary, Milwaukee; W. J. K. Erney, Treasurer, Milwaukee; Cream City Bill Posting Co., F. A. Pfagmuller, Manager, P. J. Gleeson, President, Milwaukee and Racine; Aug. Frikke & Co., L. Cross, Henry Sauer, Olshansky; W. G. Trede, Harriet; John H. Coley; E. J. Knapp, Sheboygan; G. W. Moore, Winona, Minn.; John W. Miller, Milwaukee; F. H. Stahl, Menasha; J. T. Condon, West Superior; S. H. B. Sundberg, Appleton; Wm. H. Saunderson, Jeannette; and Chapman Paul, F. H. Abbott, Milwaukee; Rich. G. and Matilda, Mrs. W. Kress, Waterford; John Maloney, Green Bay P. G. and Co.; H. H. and Alvin Meyers, Stevens Point; F. A. Nease, Oshkosh; J. D. Clark, Kenosha; Wm. L. Lewis, Kenosha; M. O. Howell, Beloit; Dan. A. Fuster, Tomahawk; F. W. Palmer, Oconomowoc; A. W. Raatz, Grand Rapids; F. G. Costello, Milwaukee.

Posters judiciously used yield the greatest return of any advertising medium. They will not sell and will not circulate. They are not dangerous, or any other wise, but they will render valuable aid to the salesman who does.

## A SPECIAL OFFER.

To every person advertising for BILLBOARD ADVERTISING before December 1st, 1924, we will send, postage, A Standard Calendar for 1925. To every user of this offer, post man and Money Order carrier, we will also send a copy of our special calendar, prepared and set to reach us not later than December 1st, 1924.

Many of the bill posters who advertise in BILLBOARD ADVERTISING do not only know themselves, but the whole town in which they are located, as well.

## SHOW PRINTERS.

Points About the People Who Print the Posters.

The Milwaukee Show Print Company of No. 11 Johnson Avenue, Detroit, Mich., has entered the field under the guidance of Mr. Jim Coker. It gives promise of proving a most lively competitor and a vigorous challenger in theoretical posture. For one thing being, they will endeavor to furnish their black and white and color prints in the shortest possible time, and type work is all at hand.

"Billy" O'Neale, who the year past had the show and shipping of the Empire at Chicago, is now engaged in a similar capacity for the Diamondback, of Cicero, Ill.

James Whitehouse, President of the Wisconsin Show Printing Company, of Chicago, has assumed the management of the Walker Whitehouse Show Printing house west under, (The Empire of Chicago,) and its demand was directly attributable to a combination of circumstances totally outside of its regular business.

Samuel Cook has again opened up, much to the gratification of his name and friends in the show business. He is located at No. 1507 Seventh Avenue, New York, where he has a splendidly equipped establishment.

Mauchline's Show Printing House, of New Orleans, the oldest and best show printing concern in the South, believes that BILLBOARD ADVERTISING is a good thing, and give substantial evidence of their endorsement in the shape of a subscription and an advertisement, which appears this issue in another page.

H. J. Anderson, manager of the Superior Job Press, of Cincinnati, has succeeded in producing results in stamping and perforating that are truly wonderful.

The Show Printers' Association, of which Tom S. Davis and Jimmie Clinton are the relatives, has accomplished success and goal in the master of adjusting credit and affecting harmony from less to the members of the Association than any similar organization or movement that has ever been projected. Twenty-six show printing concerns are members of the concern which is flourishing splendidly. The job in expanding the concern and the standard are surely essential. Inquiries should be addressed to Municipal Clashland, No. 34 S. Third St., Philadelphia, Pa.

Frances & Valentine has recently recovered from the effects of their recent disastrous fire, and are now located at No. 319 Clay Street, San Francisco. They carry in stock a complete line of the Diamondback printed material.

McGraw & Co., of Cincinnati, are especially building up a splendid business. Their growing percentage has overshadowed the last few years necessitated their enlarging their facilities.

The Little Blue Print Company, of Boston, claim which exists an office in America better equipped for all kinds of poster printing, streaking a variety of large black and type work for both maculae and show advertising. This well known firm is one of the most progressive and enterprising of all the Eastern firms in their line. They have had special equipment for a large number of years both in the commercial and the warren world, and the number of their customers is growing at a most gratifying rate. Their unparallel facilities, rare counter, and convenience have contributed greatly towards their success and enabled them to assume their present enviable position among their competitors. The friends of C. P. Little, Jr. are legion.

H. W. Geigge is no longer connected with the Prussia & Valentine Co.

It is significant that among the most number of failures which occurred during the year past, the show printing houses went under. (The Empire of Chicago,) and its demand was directly attributable to a combination of circumstances totally outside of its regular business.

E. A. Spengler, formerly of the Empire is now with the Central Show Printing Company, of Chicago.

E. C. Thrasher, (Chicago,) with the Shreve & Carpenter Company, is as good a printer and will find as ever. It is not too many friends among showmen think Mr. Thrasher.

Tom Andi & Wilberg Co., of Cincinnati, is one of the most progressive houses in the country. The rapid growth of this concern has been truly phenomenal. Their jobs are known for size, width, and quality, and are considered a guarantee of excellence. Their poster prints are decidedly the best in the country. The job used on this publication is from the above firm.

## HOLIDAY TRADE.

Right believe bill posters will get started right and success is the motto of the Holiday Trade. Don't be the assessors have it all. Showmen must realize on the advantages of the boards as a holiday advertising medium. It won't take long to convince them. Start out and they will all follow. Send to Dossida for a sample of their new Holiday Poster—it will interest your patrons and start new business.

## A HORSEY TALE.

Prifibay has the reputation of possessing the greatest heating apparatus of bill posts of any city in the country. Seiden, indeed, does a busier or a larger amount of any description—except these enterprising bill posters, but it remains for use of their master to go a record series to the name of a horse while the body was still warm.



## MANY FINANCIAL LEADS.

The season just ended has proved, with a few exceptions in widely distant and isolated localities, the most disastrous that Fair and Races have experienced in a decade. Last year, it is true, there were heavy results which would tend to break the World's Fair, especially those in territory where the country was thickly populated—a cold and chill frost, of most pronounced severity and depressing effect, left a great many fairs in the extreme East, South and West did well. This year, however, bad business was general. Even however direfully comes report of very light attendance, debols and great financial loss. Truly this is a very remarkable world. "What's that?" "The works all right—in the Democra!" Well, maybe so, maybe no.

The Milwaukee County Fair, which was held at the State Fair Grounds, the largest ceremonial ever held in the history of the Society. Thirty thousand people were in attendance on

## A PERTINENT SUGGESTION.

There is nothing that will contribute in greater measure towards the success and growth of fairs than early work. New Year's day next ought to see the officers elected and the organization partitioned of every fair that is to be held during the season of 1895. A thousand and one advantages accrue to the societies who adopt this course, not the least of which is that it leads to an early decision in the matter of the fair date and avoids great difficulty in obtaining the services of managers and contractors which usually attend the settlement of this important question. Decide upon your date early and let the legislature worry.

Cyrus T. Fox is the Secretary of the Boone County Fair, resident at Rockwood, Ill.

F. P. Kipper, the efficient and hard-working Secretary of the Fair at Jefferson, Wis., which is held under the auspices of the Jefferson County and Rock River Valley Agricultural Society, reports very good results, notwithstanding the seasons. There is some talk of making the track at this point a full mile.

Gen. M. Robinson finally acknowledges absolute defeat. He made a special effort to place the Illinois Inter-Fair Fair on a paying basis and displayed considerable ingenuity in methods employed. Funds and the expenses incurred proved too much for him, however, and the Illinois Fair, as a consequence, is dead as far as Mr. Robinson's connection with it is concerned is a thing of the past.

## AN OPPORTUNITY—WHICH YOU OUGHT TO TRY.

We intend to make BILLBOARD ADVERTISING especially valuable to Secretaries of Fairs, and all who are interested in Fairs and Races. To accomplish this we desire to have the cooperation of every Fair Secretary in the country; we want you to subscribe and advertise, where possible, and correspond with us, giving as much information as you may have, asking for points on which you wish to be advised, and for what you require in your advertisement, we intend, as far as it is in our power to do so, to make our paper of such value to you that you would be loath to be without it for less than the amount of the subscription. We will, from time to time, introduce illustrations and articles on the "Best way to advertise a fair," "How to make a fair a success," etc.

Directors have heretofore experienced great delay and much vexation in obtaining the program "Special Attraction" for their Fairs, sometimes not securing them until the last week, not giving them time to ascertain the name properly, and when your special attractions are not properly advertised they lose

interest. We can now get them down to Fairs and clip them when we know to be reliable and of a high order will be permitted to advertise in our paper. No others or readings.

To our yearly subscribers, and our word for it, you will be greatly repaid by its monthly visit.

## SPECIAL OFFER

Every one sending us a year's subscription by

December 1st, will receive free, a

**Handsome Calendar!**

There has been a marked improvement in the last few years in the quality of the fair posters. Some of the designs found last year were not worth the art. This year we see many more of a high order.

The Louisville (Ky.) Fair, in addition to the general depression which affected all alike, had the additional drawback of a very wet week. The weather was simply vile, and the wonder is that the showing made, though hot poor, was not worse. This is really turned out. The Dress, Food and Clothing Association, under whose auspices the Fair is held, is regularly incorporated, and has been no better, since then. They have one of the best mile tracks in Southern Illinois, and as such will retrieve next year, their unhappy experience this year.



The Milwaukee Photo-Graphics Co. are giving some wonderful results in the way of half tones and fine dots. Their latest production is color plates, truly marvelous.

The Tafters' Combination of Horses and Riders gave their exhibitions at a great number of Fairs this season. They were accorded great receptions wherever they appeared.

Read the *Special Notice*.

**SPECIAL NOTICE**

To every person subscribing for **BILLBOARD ADVERTISING**, before December 1st, 1894, we will send, prepaid, a **Handsome Calendar** for 1895.

# THE AULT & WIBORG CO.

MANUFACTURERS.

## THE BEST



**PRINTING INKS  
FOR  
POSTERS.**

ALL COLORS AND GRADES.

BRANCHES: 148 Beckman St., New York.  
18 Sherman St., Chicago.

CINCINNATI, O.

## WANTED WILL THE BOARDS

In any good less town or between 25000 and 50000 inhabitants, provided they can be obtained at a reasonable figure, for sale. Address with full particulars.

E. M. BURK, Cor. Central Street, Cincinnati, O.

## I PRINT POSTERS,



Not the ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price. All agree that I do good work. Everybody knows that good work is always cheaper than poor. You can find me at 332 Seventh Avenue, New York City.

## SAMUEL BOOTH.

A NEW WHOLE SHEET

## CHRISTMAS • POSTER!

By THE DONALDSON LITHO. CO.



Lithographed in Four Colors, size 30x40 inches.

We offer a commission of 10 per cent. to Job Printers and all Poster men on all orders received through their influence. Sample sent by mail on receipt of 10c. stamp. Address

THE DONALDSON LITHO. CO., CINCINNATI, O.

## MAUBERRET'S PRINTING HOUSE

The Largest and Most Complete Poster House South

526 TO 532 POYDRAS STREET.  
NEAR CAMP STREET. NEW ORLEANS.

### OUR SPECIALTIES:

Posters and Stands of All Sizes,  
ENGRAVED, or PRINTED from TYPE,  
in as many Colors as Desired,  
GOOD WORK - LOW PRICES - QUICK DELIVERY

## Designers and Engravers . . .

Job  
Engraving  
Photogravure  
Poster  
Design  
Drawing



Cartoons for  
Advertisers  
and  
Posters for  
Dancers.

## Globe Photo-Engraving Co.

245 SYCAMORE STREET.  
SEND FOR SAMPLES. CINCINNATI, O.

## Winterburn

SHOW PRINTING CO.  
166 Clark, Chicago.  
(DON'T FORGET THE NUMBER.)  
Descriptive and Pictorial Posters,  
OF ALL KINDS.

## HENNEGAN & CO. Poster Printers

CINCINNATI, OHIO.

## POSTERS OUR SPECIALTY.

FIRE COLOR PRINTING.

## STATIONERY, PHOTO-ENGRAVING.

CORRESPONDENCE SOLICITED.